

I am writing about the new regulations concerning the Telephone Consumer Protection Act of 1991 and faxing. We're a small, trade journal. We have about 14,000 paid and unpaid subscribers. We periodically use faxing to get requalifying information from businesses we send our magazine to (both requested and unrequested).

This new ruling that maintains we need to get permission to fax our subscribers is horribly unrealistic and unfair. First of all, there's no way, with our limited means, we can fax 14,000 people in 13 days to ask their permission to send them faxes. (That confusing sentence right there should point out the other issue.) Isn't this new requirement just creating more unsolicited faxing in order to get the permission needed?

Faxing subscribers is expensive. We only do it when we need to contact them to update their information. We only do that because we are an audited publication and we need contact information to be not more than three years old.

We don't have the staff to make phone calls in the thousands. This new ruling, if it stays, is going to create a huge hardship for our business.

Please reconsider this ruling. At least, offer companies more time to try and comply with it.

Thank you.